

## **Request for Proposals for Blue Bag Marketing Program**

The City of Franklin is soliciting proposals for a PR/Marketing agency to assist with a marketing program to continue to reach out to Franklin schools, retailers, and all eligible households to increase participation in the City's voluntary "Blue Bag" recycling program and increase the rate of diversion of recyclable solid waste from landfilling.

### **Information for PR firms interested in the project:**

The City anticipates that the duration of the program will be from August 2013 through December 2013. The City has received a grant from TDOT and the amount budgeted for Public Relations activities, including both developing a marketing program as well as producing marketing materials, cannot exceed \$10,000.00. The current participation rate is just 46 percent with a diversion rate of approximately 16 percent. Our goal is to boost those rates to 55 percent participation and 20 percent diversion. We currently have a good relationship with local retailers and have placed signage and displays on end caps in stores. We have also worked with schools and provided flyers for students to take home. We are looking for fresh initiatives to increase participation in the program. The City would like to build on the City's current "Get in the Habit" campaign including the "Buddy Blue Bag" character. For more information about this campaign, please browse to [www.franklintn.gov/bluebag](http://www.franklintn.gov/bluebag).

### **Barriers to recycling:**

Some recent surveys indicate some residents do not recycle for the following reasons:

- Cost of bags
- We do not take glass
- Too inconvenient
- They want a roll out container
- Skepticism on where items go
- Not aware of the program

### **Send proposals by July 5.**

Please submit proposals on how your agency would assist the City within this time period and within the designated budget. Please send proposals to Milissa Reiersen at [milissa.reiersen@franklintn.gov](mailto:milissa.reiersen@franklintn.gov).